



BFA Thesis Virtual Presentation
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Problem Statement

Many normalized habits of today's romantic relationships have the capacity to become toxic in nature and discussing this can be daunting and uncomfortable to women.

How might we provide credible information and resources to these women, in a way that focuses on promoting healthy habits as opposed to excessively warning against destructive ones?

Stakeholders

Primary

Young women involved or interested in a relationship, ages 16 - 34

Secondary

Supporters such as family or friends, romantic partners



Research Goals

- Identify a need for this resource by determining how this solution concept is new and unique
- Attain both statistics and opinions about young adult relationships to inform resource content
- Source suggestions for ways to present information in an informative yet positive light
- Gain insight into what would be the most important aspects to emphasize in this new resource

02 Thesis Statement

Unhealthy and potentially toxic relationship habits have become common in our culture, making emotional abuse difficult to identify, discuss and address.

Young adult women need a resource with an approachable tone that primarily promotes healthy behaviors among romantic partners, while also helping to identify red flags, and offer resources to possible domestic abuse victims.

What is emotional abuse?

And why don't we hear more about it? In addition to the common misconception that it's *just not that serious*, many people simply aren't sure what emotional abuse actually entails.

Emotional abuse thrives in the grey area where no one understands, discusses, or recognizes it.

healthy

Communication

Respect

Trust

Honesty

Mutual effort

Enjoying personal time

unhealthy

Lack of communication

Disrespect

Distrust

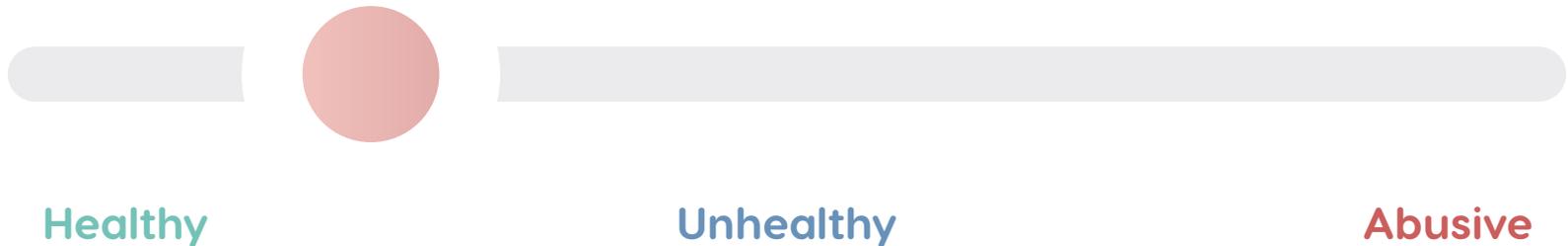
Dishonesty

Trying to take control

Only spending time with your partner

Area of focus

With the site's goal of reaching women *before* their relationship sees potential to become unhealthy, the target concern level of users is relatively low.



This site is not intended to be a crisis hotline, or a resource directed towards extreme abuse victims.

Existing Resources & Aesthetics

By evaluating existing online resources that offer relationship advice and / or proven statistics, the following **positioning map** identifies the need for a new resource that is both **informative and presented in a positive light**.

What attributes of these resources are successful and should be emulated, and what could be improved upon or done differently?

Positive light

COSMOPOLITAN



oneLove



The **RELATIONSHIP BLOGGER**
CONNECTING LIVES THAT MATTER



Uninformative

Informative



MARK MANSON

Author. Thinker. Life Enthusiast.



OFFICE ON WOMEN'S HEALTH
womenshealth.gov



Alarming

c. Touchpoints

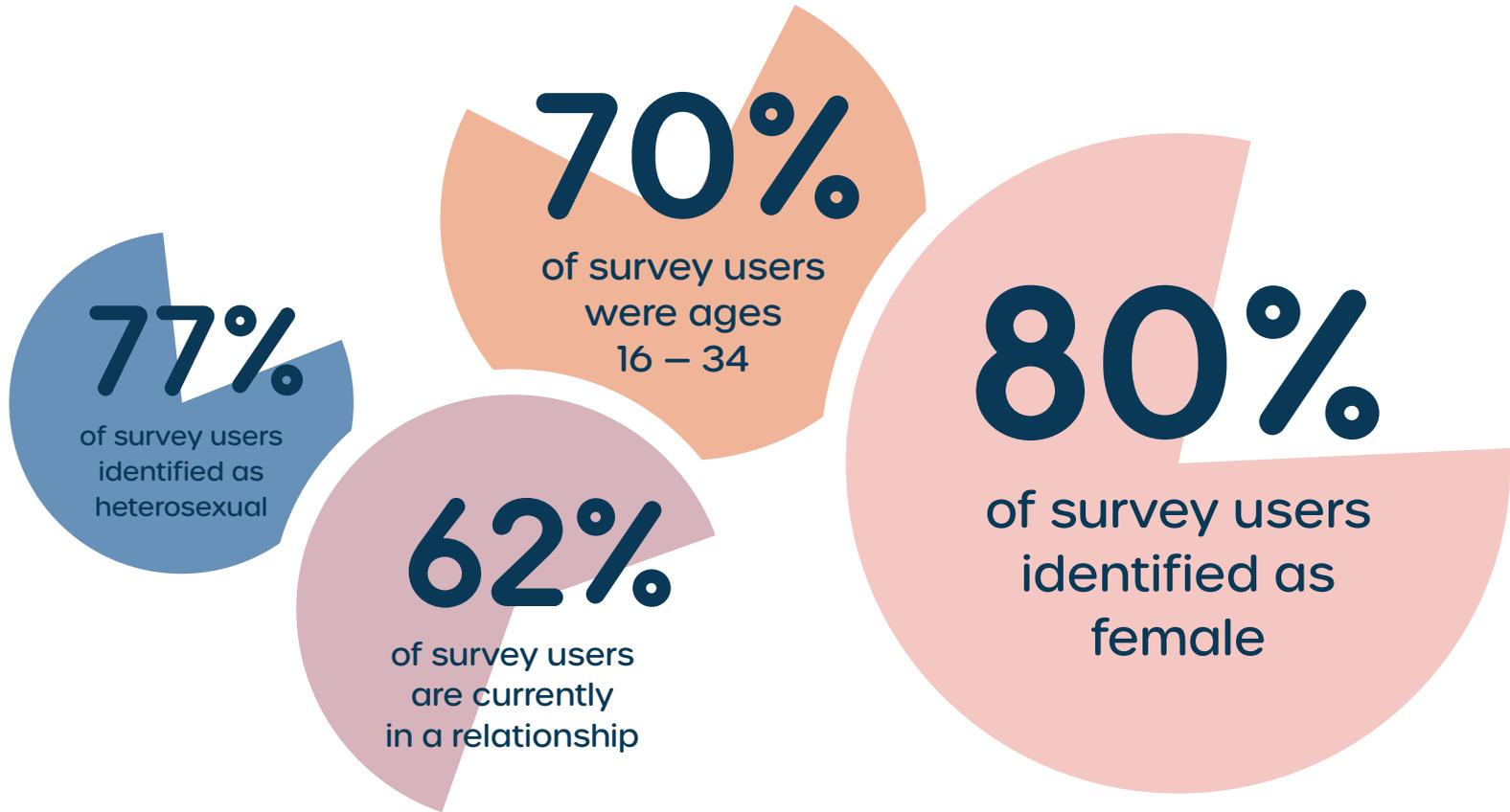
Needs to be fulfilled, identified from the positioning map

- Balance between remaining professional and approachable
- Abundance of resources, fact-checked information and professional advice
- Accessible to users of various backgrounds and situations
- Inclusive language
- Aim to empower women
- Emphasizing mutual effort to build a healthier relationship

d. User Research

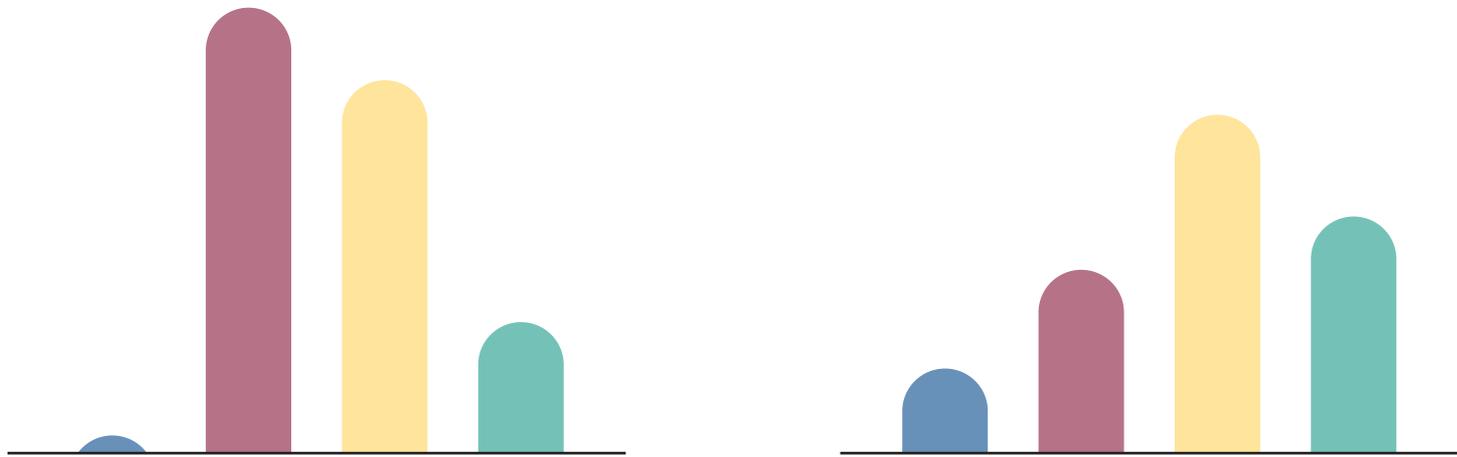
From Oct. 30 to Nov. 30 2019, a public online survey was held, titled **Romantic Relationships: Healthy vs Toxic**, receiving a total of 250 responses.

The goals of this survey included testing my project's comprehensibility, creating a definition for the stage between "healthy" and "unhealthy", and gaining everyday perspective on common relationship habits.



Shown above is the demographic of the majority of users who completed the survey.

One of the goals of this survey was to prove the ambiguity of some common relationship habits. Some habits had one overwhelming response, while others recieved relatively neutral responses across the board.

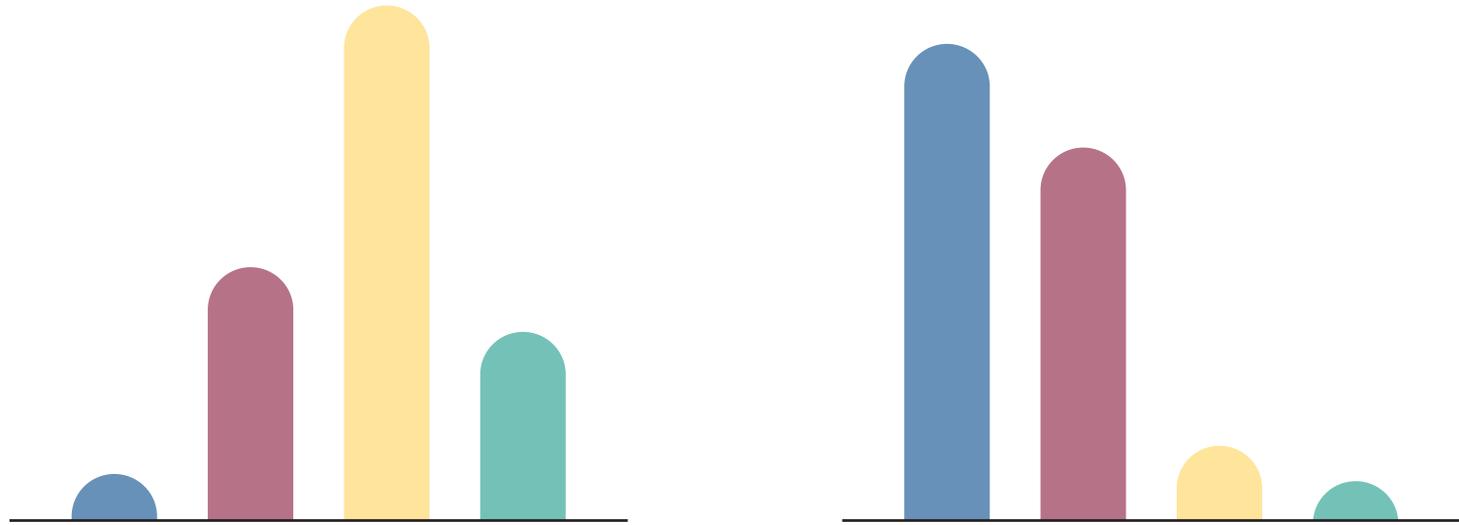


Dropping "hints" as to why you are upset with your partner

Forgive and forget

● Toxic ● Unhealthy ● Neutral ● Healthy

The examples below demonstrate the need for clarification on how to go about these behaviors in a healthier way, and also to recognize how they could have potential to become unhealthy.



Sharing access to social media, computers, cell phones

Asking your partner to fix your emotional issues

● Toxic ● Unhealthy ● Neutral ● Healthy

“The wording is key; make me feel like I’m part of an effort/community or that I’m in the right place, and not part of someone’s paycheck with weird generic images of people smiling.”

“Most of these resources focus on very intense and extreme cases, but including some casual advice for if you’re just in a bored/rough patch in your relationship, and need a little spark.”

“An affirmation that the end-user is enough and is valuable. The goal should be to support the individual seeking help, not to punish or change the other. Make sure the resource can be used by people of all identities, since toxic relationships have existed for generations and across cultures. This is not something that is new, but is something that has become less acceptable and more visible in recent years.”



Secondary

Kaia, 17

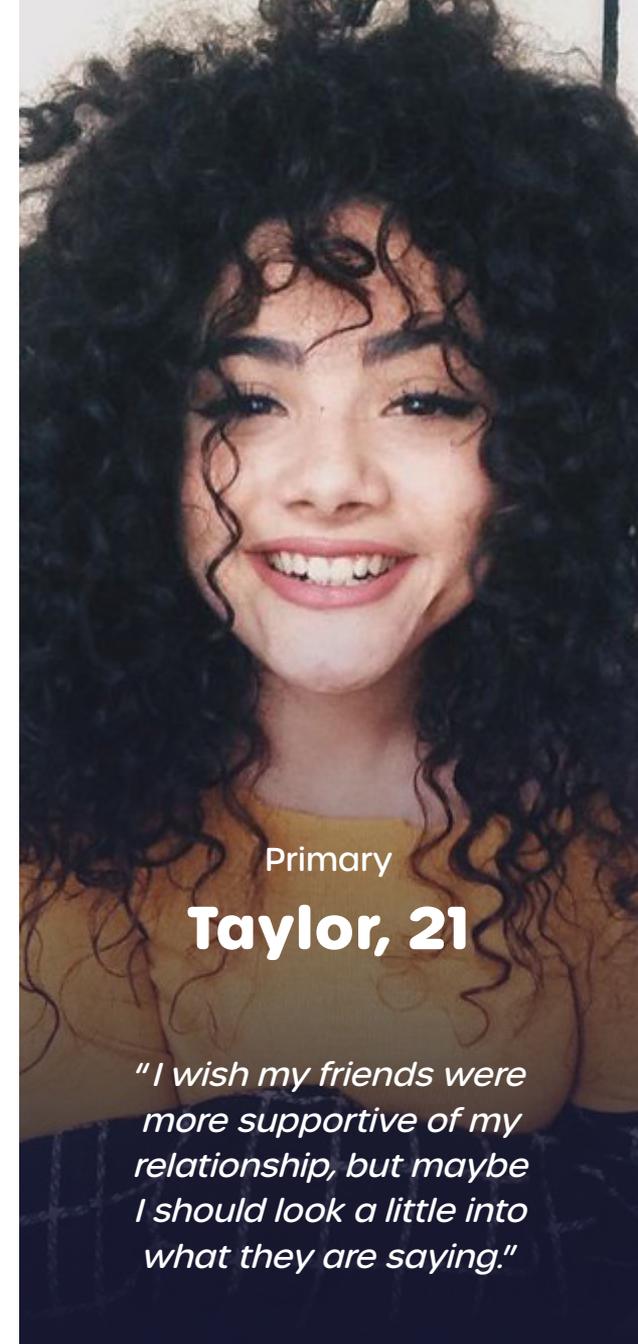
"I've always looked up to my sister, wanted to be just like her, but I feel like she's making the wrong choice with this guy."



Primary

Maggie, 25

"I hope I'm really ready to get married. I wonder if we're doing everything right, or if there are things we need to work on."



Primary

Taylor, 21

"I wish my friends were more supportive of my relationship, but maybe I should look a little into what they are saying."

**Keeping your relationship
healthy takes effort, and
building mutually positive
habits takes time.**

**This site will encourage women to take
the initiative in working with their partner
to continuously build their relationship
into the healthiest it can be.**

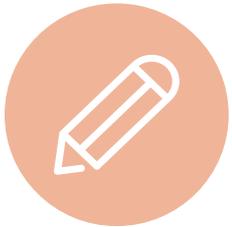
Resolution Statement

I will design a campaign comprised of an **adaptive website** and **takeaway pamphlets** that include attractive infographics. These will be primarily promoted on college campuses.

This site's design and tone will differ from other existing resources, as its main goal will be to aid more women *before* their relationship even sees potential to become unhealthy.



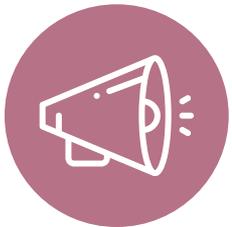
content: professional advice, accredited information, dependable resources, anonymous discussion sections



graphics: friendly and inviting, nonalarmist, simple and easy to follow or understand, positive and encouraging

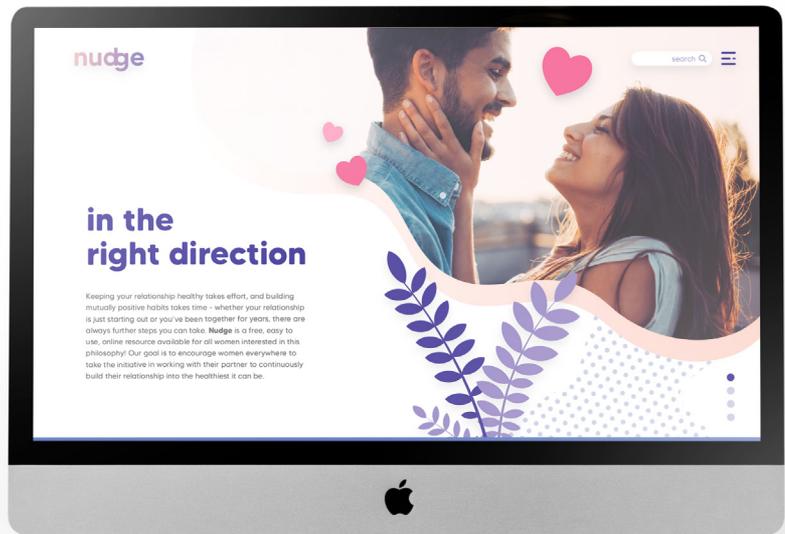


navigation: interactive and engaging, live chat option, quizzes available, feels personalized to users



promotion: promoted for college students, attractive to target audience, takeaway printables, simple infographics







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